

ABSTRAK

Penelitian ini dilakukan untuk mengetahui pengaruh kinerja keuangan, kebijakan dividen dan volume perdagangan saham terhadap harga saham pada perusahaan asuransi periode 2012 sampai 2015. Kinerja keuangan dalam penelitian ini diproksikan oleh *current ratio (CR)*, *debt to equity ratio (DER)*, *return on equity (ROE)* dan *earning per share (EPS)*, kebijakan dividen diproksikan oleh *dividend payout ratio (DPR)* dan volume perdagangan saham dalam penelitian ini adalah volume yang diperdagangkan suatu perusahaan dalam jangka waktu satu tahun.

Populasi dalam penelitian ini sebanyak 11 perusahaan asuransi. Sampel yang diperoleh menggunakan metode *purposive sampling* adalah sebanyak 9 perusahaan. *Purposive sampling* adalah pengambilan sampel berdasarkan kriteria tertentu. Pengujian hipotesis dalam penelitian dilakukan dengan analisis linier berganda dengan menggunakan SPSS (*Statistical Product and Service Solution*) 20.

Berdasarkan hasil penelitian dapat diketahui bahwa variabel *current ratio (CR)*, *debt to equity ratio (DER)*, *return on equity (ROE)*, *dividend payout ratio (DPR)* dan volume perdagangan saham berpengaruh tidak signifikan terhadap harga saham dengan nilai signifikansi > 0.05 . Sedangkan variabel *earning per share (EPS)* berpengaruh signifikan terhadap harga saham dengan nilai signifikansi < 0.05 .

Kata kunci: kinerja keuangan, kebijakan dividen, volume perdagangan saham, harga saham.

ABSTRACT

This research has been conducted to find out the influence of financial performance, dividend policy and stock trading volume to the stock price of insurance companies in 2012-2015 periods. Financial performance in this research is proxy by current ratio (CR), debt to equity ratio (DER), return on equity (ROE) and earnings per share (EPS), dividend policy is proxy by dividend payout ratio (DPR) and stock trading volume in this research is the volume which has been traded by a company within a one year period.

The population is 11 insurance companies. 9 companies have been obtained by using purposive sampling method as samples. Purposive sampling is the selection of sample which is based on specific criteria. Hypothesis test in this research has been carried out done by using multiple linear analysis and the 20th SPSS (Statistical Product and Service Solution).

Based on the results, it can be seen that the variables i.e. current ratio (CR), debt to equity ratio (DER), return on equity (ROE), dividend payout ratio (DPR) and stock trading volume do not give any significant influence to the stock price with its significance value > 0.05 . Meanwhile, earnings per share (EPS) give significant influence to the stock prices with its significance value < 0.05 .

Keywords: financial performance, dividend policy, stock trading volume, stock price